

Amendments to the Specification:

On page 1, in the title please amend as follows:

INFORMATION PROVIDING SYSTEM, INFORMATION PROVIDING
METHOD, AND RECORD ~~MEDIUM~~ MEDIUM HAVING RECORDED
INFORMATION PROVIDING PROGRAM

Please replace the paragraph on page 1, lines 12 to 21, with the following paragraph:

Recently, a trend has intensified that a small amount of multi-form products are sold and the convenience of a customer ~~is searched~~ search, and home shopping has prevailed as aging of a society advances. In this home shopping are also included online shopping and so forth using a network such as an internet and ~~so forth~~ the like. For example, the online shopping is such that a user accesses a home page of a store and the like, after viewing information of a product thereof, sends order data and purchases the product (refer to JP-A-250155/1999 ~~and so forth~~).

Please replace the paragraph starting on page 1, line 25, and continuing on page 2, line 2, with the following paragraph:

An information providing system that ~~used~~ uses this satellite system network and the network such as the internet and ~~so forth~~ the like at the same time has been offered.

Please replace the paragraph on page 2, lines 3 to 12, with the following paragraph:

As shown in Fig. 20, this information providing system 101 comprises a broadcasting station system 102 that broadcasts via an artificial satellite S programs produced at broadcasting station and advertisements produced by an advertising agency[,], ~~and a~~ A user terminal 103, with which a user receives the program and the advertisement of the store and so forth that are broadcast with the satellite, ~~and that~~ can communicate with the broadcasting station system 102 via a network N such as the internet and ~~so forth~~ the like.

Please replace the paragraph on page 2, lines 13 to 19, with the following paragraph:

The store, as an advertising sponsor, asks an advertising agent for preparation of the advertisement, and the advertising agent prepares the advertisement, transmits it to the broadcasting station system 102 and ~~ask~~ asks for broadcasting of it. The broadcasting station system 102 broadcast the produced programs and the received advertisements via the artificial satellite S.

Please replace the paragraph on page 3, lines 1 to 7, with the following paragraph:

In case of purchasing a product, there is also the case in which the user purchases it by himself/herself, but sometimes, when he/she is ~~on~~ in the mood, he/she invites a friend and goes to the store with the friend for buying the product which he/she is after, or conveys to the friend what is called word-of-mouth information to recommend it.

Please replace the paragraph on page 3, lines 8 to 17, with the following paragraph:

However, when the program and the advertisement, which were provided

to the user via the broadcast and the network such as the internet and so forth, were conveyed to a third person such as this user's friend and so forth, since only general information that does not pinpoint a target is conveyed regardless of the user information (customer information) such as an age, sex and the like of the user as a conveyer of this information and of the third person as a recipient, the problem ~~existed~~ exists that a desire for buying was not able to be drawn sufficiently.

Please replace the paragraph starting on page 3, lines 18 to 25, and continuing on page 4, lines 1 to 3, with the following paragraph:

Also, in case that the user who received the above-mentioned information is strongly interested in this information and would like to invite a specific third person such as the friend and so forth, he/she tries to convey to the friend and so forth this information as private information with an electronic mail and so forth, but when a degree to which he/she takes interest in it is not so high, sometimes he/she feels bothered with inviting the friend and so forth, and thereby the problem ~~existed~~ exists that conveying of information to the third person or inviting the third person is not ~~was not be able to be~~ motivated strongly.

Please replace the paragraph on page 4, lines 6 to 14, with the following paragraph:

Accordingly, the objective of the present invention is to solve the above-mentioned ~~tasks~~ problems. Moreover, the objective of the present invention is to provide ~~furnish~~ an information providing system that can sufficiently draw a desire for buying, and yet can motivate to buy a third person by conveying of information to the third person or inviting a third person, ~~for example~~; The present invention can promote a sale of the product[,] by using an information providing method[,] and which is presented on a record medium having recorded

an information providing program.

Please replace the paragraph on page 23, lines 4 to 7, with the following paragraph:

This and other objects, features and advantages of the present invention will become more apparent upon a reading of the following detailed description and drawings, in which:

Please replace the paragraph on page 25, lines 9 to 11, with the following paragraph:

Fig. 19 is a block diagram illustrating an arrangement of an ISP system in the same information providing system of the second example; and

Please replace the paragraph on page 25, line 20, with the following paragraph:

A first example;

Please replace the paragraph starting on page 26, lines 23, and continuing on page 27, line 16, with the following paragraph:

As shown in Fig. 1, an information providing system 1 of this example comprises a broadcasting station system (first information providing means) 2 that, for example, broadcasts a produced advertisement by use of an artificial satellite S and simultaneously transmits detailed information relating to the above-mentioned advertisement via a network (a second information transfer path) N such as an internet and so forth[,] to an information management center 3 (second information providing means) that a service provider Y manages[.], ~~which~~ The

information management center 3 receives detailed information relating to the advertisement from the broadcasting station system 2 via the network N to register it[.], ~~and~~ There are also a number of user terminals (or information receiving terminals[.]; a first information receiving terminal 4₁ and a second receiving terminal 4₂) ~~41, 42~~ that receive the advertisement, which is broadcast with the satellite, and also simultaneously receive detailed information relating to the above-mentioned advertisement from the information management center 3 via the network N.

Please replace the paragraph starting on page 27, lines 17 to 25, and continuing on page 28, lines 1 to 9, with the following paragraph:

~~The~~ As shown in Fig. 2, the broadcasting station system 2 includes an input controller 21 that controls input of, for example, two kind of contents, i.e. one for satellite data broadcasting and the other for network delivering, which is delivered via the network N, relating to the advertisement[.], ~~a~~ A management sever 22 ~~that~~ manages the entirety of the broadcasting station system 2 and also manages, for example, information relating to an advertising sponsor, an advertising agent and so forth[.], ~~a~~ A delivery information storage server 23 ~~that~~ stores information relating to the advertisement that was input, transmits information for satellite broadcasting to a transmission station apparatus 24, which will be described later, according to a broadcasting schedule and transmits information for network delivering to the information management center 3 responding to necessity[.]; ~~the~~ The transmission station apparatus 24 ~~for transmitting~~ transmits the advertisement for satellite broadcasting; ~~and connected by~~ connected by a router 25.

Please replace the paragraph on page 28, lines 10 to 17, with the following paragraph:

The broadcasting station gets from the advertising agent, for example, two kinds of advertisements with regard to the identical advertising object, which are the advertisement for satellite data broadcasting and the advertisement with much smaller detail for delivering via the above-mentioned network[.], and Information of these advertisements is input as image data, voice data, text data and so forth via the input controller 21.

Please replace the paragraph on page 29, lines 16 to 21, with the following paragraph:

The memory 222 comprises a semiconductor memory such as a ROM, a RAM, an IC memory card and so forth, a floppy disk memory device, a hard disk memory device, a magneto-optical disk memory device, and the like, wherein various kinds of registers and flags ~~are kept which~~ are used when the controller 221 executes the program.

Please replace the paragraph on page 31, lines 5 to 13, with the following paragraph:

Also, after this “information icon” was received, and once the contents thereof were sighted and heard by a user, they can be attached to an electronic mail and can be transmitted to a plurality of third persons[.], ~~the~~ The viewed contents are transferred to a relatively small number of specific persons as “private information”, and information relating to the pre-determined advertisement that corresponds to the “information icon” results in being prevailed wildly and surely.

Please replace the paragraph starting on page 31, lines 14 to 25, and continuing on page 32, lines 1 to 7, with the following paragraph:

As shown in Fig. 3, the information management center³ includes a

management server (evaluation meanss, information management means an information analysis means) 31 that manages the entirety of the information management center 3, simultaneously receives detailed information relating to the advertisement from the broadcasting system 2 via the network N, manages user information obtained at the time of a utilization register, manages utilization status by a user of this information providing system 1, and further asks the advertising sponsor's share of a utilization charge of the information providing system 1, for example, based on utilization status by the user of this system, a delivery information storage server 32 that stores received information for network delivering relating to the advertisement, and executes a customization process for the above-mentioned information for network delivering for each user to transmit it to user terminals ~~41, 42~~ 4₁, 4₂...; and a router 33.

Please replace the paragraph starting on page 32, lines 16 to 25, and continuing on page 33, lines 1 to 4, with the following paragraph:

The controller 311 executes various kinds of process programs stored in the memory 312, utilizes various kinds of registers and flags kept in the memory 312 to control each component of the management server 31, executes a user information management process, a transmission command to the delivery information storage server 32 that detailed information relating to the advertisement relating to the advertisement be transmitted to user terminals ~~41, 42~~ 4₁, 4₂...[,] Also it executes a charge process to ask the advertising sponsor's share of the utilization charge of the information providing system 1, for example, based on utilization status by the user of this system, performs a collection and analysis process of the utilization status of this system by the user[,], and an evaluation process of a contribution degree by a user, and so forth.

Please replace the paragraph on page 33, lines 16 to 24, with the following paragraph:

The delivery information storage server 32, which is the same as the delivery information storage server 23 in terms of a general arrangement of a hardware, includes a controller 321 that controls each component according to a pre-determined control program, a memory 322 in which various kinds of programs and data are stored, and a communication section 323 for making a data communication according to a pre-determined protocol as shown in ~~the same~~ Fig. 4.

Please replace the paragraph starting on page 33, line 25, and continuing on page 34, lines 1 to 10, with the following paragraph:

In the memory 322, ~~are stored~~ detailed information relating to the advertisement for network delivering, a program (hereinafter, referred to as a “my page”) that is prepared for each user and used for operating the above-mentioned “information icon”, a customization process program for receiving user information from the management server 31 to customize the above-mentioned detailed information based on this user information, a program (hereafter, referred to as a “detailed my page”) including detailed information customized for each user, and so forth are stored.

Please replace the paragraph starting on page 34, lines 11 to 25, and continuing on page 35, lines 1 to 7, with the following paragraph:

As shown in Fig. 5, the user terminal ~~41~~ 41₁ includes a controller ~~411~~ 41₁ that a user (a customer, a first customer and a second customer) A uses, which controls each component according to a pre-determined control program, a memory ~~421~~ 42₁ in which various kinds of programs and data are stored; a reception process section ~~431~~ 43₁ for receiving, for example, satellite broadcasting data, which comprises an antenna, a tuner and so forth, a communication section ~~441~~ 44₁ for making a data communication with the information management

center 3 and so forth according to a predetermined protocol via the network N, an indicator ~~451~~ 45₁ that displays on the display screen information and so forth relating to the advertisement, a voice output section ~~461~~ 46₁ that outputs as voice information and so forth relating to the advertisement, an input section ~~471~~ 47₁ for carrying out a data input operation and so forth. The controller ~~411~~ 41₁ executes process programs stored in a program memory ~~4211~~ 42₁₁ of the memory ~~421~~ 42₁, which will be described later, controls each component of the user terminal ~~41~~ 4₁ using various kinds of registers and flags kept in the memory ~~421~~ 42₁, and makes a communication process and so forth.

Please replace the paragraph on page 35, lines 8 to 20, with the following paragraph:

The memory ~~421~~ 42₁ comprises a semiconductor memory such as a ROM, a RAM, an IC memory card and so forth, a floppy disk memory device, a hard disk memory device, a magneto-optical disk memory device and the like, wherein are stored various kinds of process programs that the controller ~~411~~ 41₁ executes, various kinds of information such as information relating to the advertisement including the received “information icon”, the “my page” that is almost the same as one stored for each user in the memory 322, and so forth, and simultaneously are kept various kinds of registers and flags which are used when the controller ~~411~~ 41₁ executes the programs. In addition, in this example, the “my page” has been pre-installed.

Please replace the paragraph on page 35, lines 21 to 22, with the following paragraph:

The indicator ~~451~~ 45₁ comprises a CRT a display, a liquid crystal display, a plasma display, or the like.

Please replace the paragraph on page 35, lines 23 to 25, with the following paragraph:

The input section ~~471~~ 47₁ includes an infrared-ray remote controller ~~471a~~ 471₁, a pointing device ~~472~~ 472₁, such as a mouse and so forth, a keyboard ~~473~~ 473₁ for entering a key stroke.

Please replace the paragraph on page 36, lines 1 to 7, with the following paragraph:

The infrared-ray remote controller ~~471~~ 471₁ comprises a remote control terminal ~~471a~~ 471a₁ that generated a infrared-ray signal responding to an operational key, and a remote control interface ~~471b~~ 471b₁ that receives the infrared-ray signal from the remote control terminal ~~471a~~ 471a₁ and sends a signal to the controller ~~41~~ 41₁ responding to the received infrared-ray signal.

Please replace the paragraph on page 36, lines 8 to 15, with the following paragraph:

In addition, the user terminal ~~42 (43, 44, ...)~~ 42 (43, 44, ...) for a user B (C, D, ...), of which arrangement is the same as that of the user terminal 41, includes a controller ~~412 (413, 414 ...)~~ 412 (413, 414 ...), a memory ~~422 (423, 424, ...)~~ 422 (423, 424, ...), a reception process section ~~432 (433, 434, ...)~~ 432 (433, 434, ...), a communication section ~~442 (443, 444, ...)~~ 442 (443, 444, ...), an indicator ~~452, (453, 454, ...)~~ 452, (453, 454, ...), a voice output section ~~462 (463, 464, ...)~~ 462 (463, 464, ...), and an input section ~~472 (473, 474 ...)~~ 472 (473, 474 ...).

Please replace the paragraph on page 36, lines 16 to 19, with the following paragraph:

Also, the input section ~~472 (473, 474, ...)~~ 47₂ (47₃, 47₄, ...) includes an infra-red ray remote controller ~~4712 (4713, 4714 ...)~~ 471₂ (471₃, 471₄ ...), a pointing device ~~4722 (4723, 4724, ...)~~ 472₂ (472₃, 472₄, ...) and a keyboard ~~4732 (4733, 4734, ...)~~ 473₂ (473₃, 473₄, ...).

Please replace the paragraph on page 36, lines 20 to 23, with the following paragraph:

Also, the infrared-ray remote controller ~~4712 (4713, 4714, ...)~~ 471₂ (471₃, 471₄, ...) comprises a remote control terminal ~~471a2 (471a3, 471a4 ...)~~ 471a₂ (471a₃, 471a₄ ...) and a remote control interface ~~471b2 (471b3, 471b4, ...)~~ 471b₂ (471b₃, 471b₄, ...).

Please replace the paragraph on page 37, lines 4 to 9, with the following paragraph:

Firstly, each user A (B, C, ...) Makes a utilization register for a membership to the information management center 3 with the user terminal ~~41 (42, 43, ...)~~ 4₁ (4₂, 4₃, ...) (Step SA11 (Fig.6)). In Fig. 6, as an example, the case is shown in which the users A and B make the utilization register with the user terminals ~~41~~ 4₁ and ~~42~~ 4₂.

Please replace the paragraph on page 37, lines 10 to 12, with the following paragraph:

In addition, in this example, it is not essential to become a ~~membership member~~. However, services that can be enjoyed are limited.

Please replace the paragraph starting on page 37, lines 4 to 9, and continuing on page 38, lines 1 to 2, with the following paragraph:

In addition, the advertisement and the detailed information thereof are what the advertising ~~agent~~ agent prepared to send to the broadcasting station at the advertising sponsor's request.

Please replace the paragraph on page 38, lines 8 to 13, with the following paragraph:

In case that, for example, the user terminal ~~41~~ 4₁ for the user A receives the broadcast advertisement, which is displayed on the display screen, upon selecting this advertisement responding to the user A's taste, the corresponding "information icon" is stored in the user terminal ~~41~~ 4₁ (step SA16).

Please replace the paragraph on page 38, lines 20 to 22, with the following paragraph:

In the information management center 3, the "detailed my page" customized for the user A is prepared (step SA18) and transmitted to the user terminal ~~41~~ 4₁.

Please replace the paragraph starting on page 38, lines 23 to 25, and continuing on page 39, lines 1 to 4, with the following paragraph:

In the user terminal ~~41~~ 4₁, the "detailed my page" is displayed on the display screen, and if the user A who viewed display contents would like to invite a friend, for example, the user B, he/she transmits an electronic mail with the corresponding "information icon" attached, which was addressed to the user terminal ~~41~~ 4₁ for the user B (step SA19).

Please replace the paragraph on page 39, lines 17 to 19, with the following paragraph:

In the information management center 3, the “detailed my page” customized for the user B (step SA22) is prepared and transmitted to the user terminal ~~42~~ 4₂.

Please replace the paragraph starting on page 39, lines 20 to 25, and continuing on page 40, line 1, with the following paragraph:

In the user terminal ~~42~~ 4₂, the “detailed my page” is displayed on the display screen (step SA23), and if the user B who viewed the display contents would like to reserve for buying a product, he/she operates a reservation button (step SA24) to transmit to the information management center 3 the corresponding information icon ID and the user ID of the user B.

Please replace the paragraph on page 40, lines 2 to 8, with the following paragraph:

In the information management center 3, after receiving the information icon ID and the user ID, a reservation process is executed (step SA25), and the data collection and analysis process is executed based on the result transmitted and received between each of the user terminals ~~41 (42, 43, ...)~~ 4₁ (4₂, 4₃, ...) and the information management center 3 (step SA26).

Please replace the paragraph on page 40, lines 9 to 22, with the following paragraph:

Also, the information management center 3 manages each of data obtained by transmitting/receiving to/from each of the user terminals ~~41 (42, 43, ...)~~ 4₁ (4₂, 4₃, ...), and, for example, based on the fact that the user A transferred the reception contents to the user B, on the fact that the user B perused the electronic mail transmitted from the user A, and on the contents of the electronic mail and the

detailed information transmitted from the user A[,]. ~~it~~ It evaluates a contribution degree by the user A respectively on the fact that the user B reserved for products or services to add an evaluation score responding to a contribution degree. A reward (a discount services, a privilege service, and so forth) is given to the user A responding to a total of evaluation scores at this time.

Please replace the paragraph starting on page 40, lines 2 to 8, and continuing on page 41, lines 1 to 2, with the following paragraph:

At first, for example, the user A accesses the management server 31 of the information management center 3 via the network N with the user terminal ~~41~~ 4₁.

Please replace the paragraph on page 41, lines 3 to 6, with the following paragraph:

In the management server 31, when the access by the user terminal ~~41~~ 4₁ is present (step SB11), the controller ~~31~~ 311 sends an application with a pre-determined format to the user terminal ~~41~~ 4₁ (step SB12).

Please replace the paragraph on page 41, lines 7 to 11, with the following paragraph:

In the user terminal ~~41~~ 4₁, when the application is sent, the user A fills in this application as user information, for example, personal information such as a name, a nationality, sex, an address, a telephone number, a date of birth of the user A and so forth.

Please replace the paragraph on page 41, lines 12 to 18, with the following paragraph:

In the management server 31, when the written application is received (step SB13), the controller ~~31~~ 311 assigns the user ID to the received user information (step SB14), stores the user information and the corresponding user ID in the memory ~~312~~ 312 (step SB15), and transmits and informs a registered notification together with the user ID to the user terminal ~~41~~ 41 via the network N (step SB16).

Please replace the paragraph on page 42, lines 7 to 19, with the following paragraph:

When, for example, the user terminal ~~41~~ 41 for the user A receives information relating to the advertisement that was broadcast with the satellite (step SC11), in this case, for example, a reception display image 51 of the TV advertisement is displayed on the display screen of the indicator ~~451~~ 451 as shown in Fig. 14 (step SC12), and a musical composition of a music CD is output from a voice output section ~~461~~ 461. Herein, on the reception display image 51, a selection button 51a is displayed for selecting and storing the corresponding “information icon”. Also, for example, in a dynamic image display area ~~511~~ 511, the state is displayed in which this musical composition of the music CD is being performed.

Please replace the paragraph starting on page 42, lines 20 to 25, and continuing on page 43, lines 1 to 3, with the following paragraph:

In case that the user A who sighted and heard was interested in this TV advertisement, upon operating the selection button 51a on the display image (step SC13), the “information icon” that corresponds to this TV advertisement is registered on the “my page” stored in the memory ~~421~~ 421 of the user terminal ~~41~~ 41 (step SC14), and furthermore, the information icon ID that corresponds to the “information icon” is transmitted to the information management center 3.

Please replace the paragraph on page 43, lines 4 to 8, with the following paragraph:

Herein, the operation of the selection button 51a is carried out, for example, by pushing down a pre-determined key of the remote control terminal ~~471a~~ 471a₁ (for example, a decision key) or by operating the pinpoint device ~~472~~ 472₁ (for example, clicking a mouse button).

Please replace the paragraph on page 43, lines 12 to 16, with the following paragraph:

Later, when the user A activates the “my page” responding to his/her taste or responding to necessity (step SD11), the controller ~~41~~ 41₁ transmits the user ID of the user A to the management server 31 of the information management center 3 (step SD12).

Please replace the paragraph starting on page 43, lines 21 to 25, and continuing on page 44, line 1, with the following paragraph:

Between the user terminal ~~4~~ 4₁ and the delivery information storage server 32, the information icon IDs stored in respective memories ~~42~~ 42₁ and ~~322~~ 322₁ are transmitted and received via the management server 31, and the information icons are synchronized (steps SD13, SH11 and SH12).

Please replace the paragraph on page 46, lines 10 to 14, with the following paragraph:

Next, in the user terminal ~~4~~ 4₁, the controller ~~41~~ 41₁ downloads the “detailed my page” from the delivery information storage server 32 (step SD17) to display the detailed my page display image 53 on the indicator 451 as shown in

Fig. 16 (step SD18).

Please replace the paragraph on page 48, lines 15 to 19, with the following paragraph:

Later, when the user B activates the “may page” responding to his/her taste or responding to necessity (step SE11), the controller ~~412~~ 41₂ transmits the user ID of the user A to the management server 31 of the information management center 3 (step SE12).

Please replace the paragraph starting on page 48, lines 24 to 25, and continuing on page 49, lines 1 to 3, with the following paragraph:

Between the user terminal ~~42~~ 4₂ and the delivery information storage server 32, the information icon IDs stored respective in the memories ~~422~~ 42₂ and ~~322~~ 32₂ are transmitted and received via the management server 31, and the information icons are synchronized (steps SE13).

Please replace the paragraph on page 49, lines 4 to 7, with the following paragraph:

Also, the management server 31 correspondingly processes the user ID and the information icon ID for database, which were transmitted and received here, stored and manages them in the memory ~~312~~ 31₂.

Please replace the paragraph on page 49, lines 12 to 19, with the following paragraph:

Next, the user terminal ~~42~~ 4₂ downloads the “my page” for user B within the memory ~~322~~ 32₂ of the delivery information storage server 32 and causes the indicator ~~452~~ 45₂ to display my page display image 54 as shown in Fig. 17 (step

SE14). In this may page display image 54 are provided a message display area 541, an information icon display area 542 that displays contents of the received “information icon”, and a reply button 54a.

Please replace the paragraph starting on page 49, lines 23 to 25, and continuing on page 50, line 1, with the following paragraph:

Thereby, the controller ~~412~~ 41₂ transmits to the management server 31 the user ID of the user B, and the information icon ID that corresponds to the “information icon” (step SE16).

Please replace the paragraph on page 50, lines 17 to 24, with the following paragraph:

When the delivery information storage server 32 receives the user ID, the information icon ID and the user information from the management server 31, it customizes detailed information relating to the pre-stored advertising, based on the user ID, the user information and the information icon ID, prepares the “detailed by page”, and transmits it to the user terminal ~~42~~ 4₂.

Please replace the paragraph starting on page 50, line 25, and continuing on page 51, lines 1 to 4, with the following paragraph:

Next, in the user terminal ~~42~~ 4₂, the controller ~~412~~ 41₂ downloads the “detailed my page” from the delivery information storage server 32 (step SE17) and displays the detailed my page image on the indicator 452 as shown in Fig. 16 (step SE18).

Please replace the paragraph on page 51, lines 5 to 10, with the following paragraph:

In case that the user B would like to reserve for buying, for example, the advertised product or service, he/she operates the reservation button 531a (step SE19). Thereby, the controller ~~412~~ 41₂ transmits to the management server 31 the corresponding information icon ID and the user ID (step SE20).

Please replace the paragraph on page 51, lines 20 to 24, with the following paragraph:

Furthermore, the management server 31 executes the data collection and analysis process, based on the result transmitted and received between each of the user terminals ~~41 (42, 43, ...)~~ 4₁ (4₂, 4₃, ...) and the information management center 3 (step SG21).

Please replace the paragraph starting on page 53, lines 16 to 25, and continuing on page 54, lines 1 to 3, with the following paragraph:

Also, based on the result transmitted and received between each of the user terminals ~~41 (42, 43, ...)~~ 4₁ (4₂, 4₃, ...) and the information management center 3, are searched a total number of perusals, a total number of perusals of the detailed information, a total number of transmission of the electronic mails, a total number of reservations for buying products or services and so forth to a predetermined advertising, and furthermore the analysis process for them is executed, which can be offered to the advertising sponsor and so forth, for example, as an effect measurement result, and, for example, can contribute to effective management of the advertising sponsor.

Please replace the paragraph on page 54, lines 10 to 17, with the following paragraph:

~~What the~~ The difference is between this example and the first example set forth above is that the first example set forth above is arranged so that a broadcasting enterpriser X broadcasts and delivers the advertisement with the satellite, and on the other hand, as shown in Fig. 18, this example is arranged so that an internet service provider Z broadcasts and delivers the above-mentioned advertisement ~~with~~ via the network.

Please replace the paragraph starting on page 54, lines 21 to 25, and continuing on page 55, lines 1 to 11, with the following paragraph:

An information providing system 1A of this example comprises an ISP system (first information providing means) 7 that, as shown in Fig. 18, broadcasts the produced advertisement, which an internet services provider (ISP) Z manages, via the network N that belongs to the internet, and simultaneously transmits detailed information relating to the above-mentioned advertisement via the network N, the information management center 3 that receives the detailed information relating to the advertisement from the ISP system 7 via the network N to register it, and a number of the user terminals ~~41, 42, ...~~ 4₁, 4₂, ... that receive the advertisement, which is broadcasted with the internet, via the network N and simultaneously receive the detailed information relating to the above-mentioned advertisement from the information management center 3 via the network N.

Please replace the paragraph starting on page 55, lines 12 to 25, and continuing on page 56, lines 1 to 3, with the following paragraph:

As shown in Fig. 19, the ISP system 7 includes an input controller 71 that controls input of two kinds of contents, i.e. one for internet broadcasting and the other for network delivering, which is delivered to a pre-determined fellow via the network N, relating to the advertisement, a management server 72 that manages the entirety of the ISP system 7 and also manages, for example, information

relating to the advertising sponsor, the advertising agent and so forth a delivery information storage server 73, which stores information relating to the advertisement that was input, transmits information for internet broadcasting according to a broadcasting schedule, and transmits information for internet broadcasting to the information management center 3 responding to necessity, a connection process server 74 that connects each user terminal ~~41 (42, 43, ...)~~ 4_1 ($4_2, 4_3, \dots$) to the internet; and a router ~~25~~ 75.

Please replace the paragraph on page 58, lines 10 to 14, with the following paragraph:

Also, the case was described in which the "my page" was pre-installed in the user terminal ~~41, 42, ..., terminals $4_1, 4_2, \dots$~~ , but it can be adapted to be delivered from the information management center 3 at the time of the utilization management center 3 at the time of the utilization register by the user.

Please replace the paragraph starting on page 58, lines 20 to 25, and continuing on page 59, lines 1 to 6, with the following paragraph:

Also, in case that the user A has not sufficient time, even though he/she would like to invite a friend, for example, the user B for a concert and so forth, an arrangement may be made so as to make a request to the information management center 3 to the effect that the prompt report with the same contents is required to be simultaneously transmitted to the other terminals for the user B such as, for example, a PDA, a facsimile and so forth via, for example, the network N, when the electronic mail, which was addressed to the user terminal ~~42~~ 4_2 for the user B, is transmitted via the information management center 3.

Please replace the paragraph on page 59, lines 7 to 17, with the following paragraph:

In addition, transmission of this prompt report may be made via the other communication channel than the network N. Also, in case of transmitting the prompt report, the electronic mail may be adapted to be omitted. Also, after transmitting the electronic mail, when no reply arrived from the user terminal ~~42~~ 4₂ even though a pre-determined time has elapsed, the prompt report may be transmitted from the information management center 3. Also, in the user terminal ~~42~~ 4₂, in case that the electronic mail with a high emergency was received, an arrangement can be made in which means for informing of that effect is provided.

Please replace the paragraph on page 59, lines 10 to 22, with the following paragraph:

Also, one part of the user ~~terminal 41, 42, ...~~ terminals 4₁, 4₂, ... may be arranged so as to omit the reception process ~~431, 432, ...~~ 43₁, 43₂, ... to receive information only via the network N.

Please replace the paragraph on page 59, lines 2 to 7, with the following paragraph:

Also, the network N may include not only a wire but also a wireless. Also, the user ~~terminal 41, 42, ...~~ terminals 4₁, 4₂, ... may be arranged so as to comprise, for example, a note-type personal computer and the like, and a mobile telephone, and may employ a mobile telephone having a data communication function.